

**MARKETING BULLETIN**

March 10, 1997

**SHAMROCK SALES ARE SOARING**

Dave in 7908 - Palmyra, NJ reports that Rennie is still going strong. They have sold 600 MDA shamrocks thus far. Rick in 8833 - Washington Crossing, PA informs us that Diane sold 100 shamrocks on her own the very first night of the program and, during this past week, one customer alone purchased 100 from them! Kristy in 2318 - Bridgewater, MA is unbelievable according to her Manager, Roy. She sold 100 to one customer who owns a local business. They have sold 800 in all. Caring is contagious. Thank you all.

**MARLBORO DISPLAYS**

Please remove all Marlboro displays that were authorized for January and February. They were temporary and the value expired in mid-February. Also, we are not allowed by contract with R. J. Reynolds to display any competitive signage inside or outside our stores. Please remove any signage (i.e. door decals, window signs, or change mats) that does not involve R. J. Reynolds' brands.

**\*\*\* SAFETY MESSAGE \*\*\***

Many of our stores have a raised platform behind the checkout. We receive incident reports of employees tripping on the step leading to this platform. Identify that the step is there by marking it with light colored tape. When the tape gets worn, replace it. Keep the step clear of obstructions too.

We must repair the safety hazards that we can, and identify the ones we can't.

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